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Coveo In-Product Experience Intelligence Delivers Contextual In-App Support

AI-Powered Solution Understands Context, Reduces Friction, Enhances Customer Experience

SAN FRANCISCO & QUEBEC CITY--(BUSINESS WIRE)-- Coveo, the Experience Intelligence Platform Leader for enterprises, today announced Coveo In-Product Experience Intelligence, an AI-powered solution that enables “as-a-service” providers to deliver powerful, context-aware help to users right within their web applications.

As more businesses embrace recurring revenue models, the pressure is on to provide the best experiences possible from day one. For subscription-based companies, the product is the experience and the first interaction between the end user and the business is often through support. Coveo elevates the customer experience by reducing friction and providing guidance that increases the likelihood of success using the product, while allowing enterprises to support customers far more affordably than with alternatives such as contact centers.

“Subscription-based companies need to deliver experiences that drive usage, engagement and broader adoption of their online offerings,” said Coveo Chairman and CEO Louis Tetu. “Coveo In-Product Experience Intelligence is a game-changer for these companies, allowing them to provide relevant and intelligent help right within the application itself with a single user click.”

Know the user

New users of an online service need a different level of support than power users who are familiar with the application. Coveo In-Product Experience Intelligence provides an intelligent experience based on user behavior and understanding rather than static, one-size-fits-all support. Novices are recommended the information they need to get up to speed, while power users get relevant assistance based on their experience using the service. By serving helpful content based on user learning, Coveo In-Product Experience Intelligence increases the likelihood that users will continue subscribing to the business’ solution and provides value every time users log in.

Deliver relevant content

Static, generic help tools don’t understand where the user is within the application and do not update dynamically based on the evolution of documentation and training material. Coveo In-Product Experience Intelligence analyzes the context of a help query to deliver the most appropriate support content, improving the customer experience and enabling service providers to use their resources more efficiently.

Coveo In-Product Experience Intelligence sources content from multiple places, and automatically ensures that the most relevant content is provided to users. Instead of requiring users to sift through static help content or leave their workflow to access a self-service portal, Coveo In-Product Experience Intelligence continuously presents the most relevant information right within the context of the application.

Provide support with one line of code

Deployment and use of Coveo In-Product Experience Intelligence is simple and easy. Application developers can employ this feature by adding just one line of code to their service, and then manage it right within the Coveo Experience Intelligence Platform administration console. When developers are not wasting valuable time managing the delivery of help content, they can focus on building great online applications.

“Removing customer friction is the strongest driver of customer satisfaction and loyalty,” said John Ragsdale, distinguished vice president of research at the Technology Services Industry Association (TSIA). “AI provides the means for delivering easily scalable, low-touch and no-touch help solutions that are a vital part of creating a compelling service.”

Nigel Piper is the executive general manager of customer experience at Xero. “Providing customers with relevant, rich, and contextual content is a must in today’s competitive business environment. Helping small businesses succeed is in our DNA,” he said. “Coveo is critical to achieve that, enabling businesses like ours to deliver a world-class customer experience across all digital touchpoints to our millions of customers across the globe.”

“Our fundamental belief is that data and AI are ushering in the next era of the experience economy,” added Tetu of Coveo. “With this new feature, it’s now easier than ever for companies to deliver the relevant, intuitive and intelligent in-product experiences their customers expect.”

Support leaders and product managers can request a demo of Coveo In-Product Experience Intelligence [on the Coveo website](#).

About

Coveo enables enterprises to thrive in the experience age, through delivering unique experiences that are relevant, unified, and valuable. The Coveo Experience Intelligence Platform uses AI, intelligent search and recommendation technologies to personalize millions of digital experiences for customers, partners, and employees, for many of the world’s most admired digital experience leaders. Coveo delivers solutions for Commerce, Service and the Workplace built on the Coveo Experience Intelligence Platform, with Coveo-accredited partners, and through Alliances with Salesforce, ServiceNow, Sitecore and more.

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